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我国家用汽车顾客感知价值及提升策略研究

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Research on Customer Perceived Value of Family Using Car and Promoted Strategies in China

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摘要 本文通过构建顾客感知价值五要素模型,探索家用汽车消费过程中主要驱动要素与感知价值之间的关系。归纳了顾客感知价值及其驱动要素相关理论,从家用汽车产品质量感知、服务质量感知、品牌价值感知、绿色价值感知和价格感知五个方面构建顾客感知价值构成要素模型。通过SPSS18.0对2013年1月-2月收集的223份有效问卷进行信度、效度检验,运用AMOS17.0构建结构方程模型,并进行拟合度检验。结果显示产品质量感知、服务质量感知、品牌价值感知和绿色价值感知与顾客感知价值呈正相关关系,顾客对品牌价值、服务质量和绿色价值的感知对感知价值的影响略高于对产品质量的感知;价格感知方面:价格与汽车基本性能的匹配度、价格与同类其他品牌汽车比较的满意度、价格整体的合理性与顾客家用汽车感知价值呈正相关关系,且前两者对顾客感知价值的影响明显高于价格整体的合理性。最后,结合实证研究结果,提出提升家用汽车顾客感知价值的策略。

关键词: 顾客感知价值 五要素模型 家用汽车 提升策略

Abstract: A five-driver model of customer perceived value(CPV) has been established to study the relationships between the main drivers and CPV. Firstly, by reviewing the relative theory of CPV and its drivers, five main drivers have been selected out; they are perceived quality, perceived service, perceived brand value, perceived green value and perceived price which are the constituent elements of established model. And then, structural equation analytical method has been used to test the hypothesis based on the collected 223 valid date of online survey from January to February 2013. In addition, the reliability analysis and factor analysis have been done by SPSS18.0, and the goodness fit has been analyzed by AMOS17.0. The empirical results show that:perceived quality, perceived service, perceived brand value and perceived green value have positive impact on CPV of family using car, the impacts of perceived service, perceived brand value, perceived green value are tittle higher than perceived quality; for the perceived price, match of price and basic performance, comparison of price with similar brands and overall rationality of price also have an positive effect on CPV, and the impact of first two are significant higher than overall rationality of price. At last, promoted strategies for CPV of family using car have been proposed based on path coefficient analysis to promote the competitiveness.

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